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Tourism & Events Department
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**To: Linda Dillenbeck, Chairperson
 Tourism Development Commission**

From: Steve Geiogamah, Tourism Development Manager

Date: October 20, 2020

Subject: Event Funding Recommendation

The following are event funding recommendations for TDC consideration.

Event	Event Dates	Funding Program	Event Description	Location	Projected Attendance	Last Year Attendance	Recommended FY20/21
Barrett Jackson Car Auction	Jan 16-24, 2021	MEAF	Annual Car Auction Request = 30,000	WW	320,000	320,818	\$30,000
AZ Fall Invitational Softball	Oct 30-Nov 1	Event Venue Fee	Girls high school age fastpitch softball tournament Request = 2,500	City Parks	500	n/a	\$2,500
Desert Super Cup	Nov 24-29	Event Venue Fee	Premier youth soccer tournament Request= 2,500	Scottsdale Sports Complex and Parks	400 Teams Participating	180 Teams 3000 Participants 2000 Spectators	\$2,500
Phoenix Cup-Girls Weekend	Mar 26-28, 2021	Event Venue Fee	Premier youth soccer tournament Request = 2,500	Scottsdale Sports Complex and Parks	300 Teams Participating	n/a	\$2,500

Funding Availability & Potential Options

Pending TDC discussion, the following are options for consideration:

- 1) Approve event funding recommendations or other amounts.
- 2) Direct staff to further evaluate the events and ask for further detail
- 3) Take no action or additional event evaluation

Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.